

Business Matters

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Seminole County Public Library System

July 2006

Successful Small Business Seminars

Nearly six hundred potential owners of new small or home-based businesses participated in a series of small business seminars held at the Seminole County Public Library in the past year. Many attended both seminars in the series.

Business Startup Basics delivered basic details on how to start a business in Seminole County. *Understanding & Writing Your Business Plan* demonstrated the importance of creating a blueprint for business success.



Ginny Howerton and Robert Goetz lead a discussion on useful small business websites during a Startup Basics seminar.

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Money, Money, Money!

How can I find "free money" for my business? Where can I find grants to start my small business? How can I convince the banker to give me a business loan?

New business startup owners express their concern over financing with questions like these. Finding financing is often a major hurdle for entrepreneurs.

How the HOT 100 Companies* financed their startup:

| | |
|-----|--------------------------|
| 67% | Savings & Personal Funds |
| 33% | Private Investors |
| 27% | Friends & Family |
| 15% | Lines of Credit |
| 12% | Bank Loans |
| 6% | Credit Cards |

*Fastest growing new businesses in America, *Entrepreneur* Magazine, June 2006
<http://www.entrepreneur.com/hot100>

Many potential business owners have created excellent business concepts. But, most have given less thought to finding startup money. They wrongly assume that there are grants & easy loans readily available. Actually, the *majority* of *Entrepreneur* magazine's HOT 100 new businesses financed their ventures with their own

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Participants came to gather information and to prepare for the opening of their new business. They left energized and eager to take the next step.

These extremely popular seminars provided a place for entrepreneurs and small business owners to ask questions, to think through their business concept, and to begin minimizing their risks with solid planning and fact finding.



What questions do you have?

Seminar participants at the East Branch in Oviedo, FL asked questions about different corporate structures and about using the ReferenceUSA database for marketing lists.

The free small business seminars will return in September 2006. Check the Calendar of Events on the following page for dates at a location most convenient for you. Pre-register online. For more information, call the Library's Business Services Program office at 407.665.1503.

Read more about our seminars in

Business Matters:

www.seminolecountyfl.gov/library/business

Click on **Classes & Presentations**.

No Time to Read?

Sign up for the Business Book Club by Email

Keep up with the latest in customer relations, management philosophies or sales techniques. Take just 5 minutes a day to read a chapter excerpt from a hot new business book.

Begin your work day with fresh ideas to use in your job or in your business. Sign up for the [Business Email Book Club](#), which will deliver a quick read each day to your Inbox.

**Quick. Smart. Fresh.
Current. Weekly.
Ideas.**



To sign up for this free service,
go to **Business Matters:**

www.seminolecountyfl.gov/library/business

Click on **Business Book Club by Email**

Small Business Development Center at Seminole Community College
Offers Free One-on-One Consulting

**Private and Confidential...Meet With Professional Staff...Fine tune your business plan.
For more information, phone 407.321.3495.**



Calendar of Events

Register online after July 25th

September 6, 2006 6:30 - 8:30 pm

Business Startup 101

Central Branch - Casselberry

September 21, 2006 6:30 - 8:30 pm

Business Startup 101

North Branch - Sanford

September 22, 2006 10:00 am - Noon

Business Startup 101

West Branch - Longwood

September 27, 2006 . 6:30 - 8:30 pm

Business Plans 101

Central Branch - Casselberry

September 29, 2006 10:00 am - Noon

Business Plans 101

West Branch - Longwood

October 9, 2006 6:30 - 8:30 pm

Business Startup 101

Central Branch - Casselberry

October 12, 2006 6:30 - 8:30 pm

Business Plans 101

North Branch - Sanford

October 16, 2006 6:30 - 8:30 pm

Business Plans 101

Central Branch - Casselberry

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savings and personal funds.

For an overview on funding a new business, click on *Financing* in the U.S. Small Business Administration website, www.sba.gov. Please note that "free money" and grants for businesses are extremely rare.

For information and more links, take a look at the **Business Matters** website,

www.seminolecountyfl.gov/library/business

Click on **Small Business Startup, Financing**

Seminole County Public Library System

Monday – Thursday, 9:00 am - 9:00 pm

Friday – Saturday, 9:00 am - 5:00 pm

Sunday, 1:00 - 5:00 pm

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